

I Like Crochet

Live. Love. Crochet. 

ILIKECROCHET.COM

REACH ENGAGED, CRAFT-LOVING READERS WHO ARE SERIOUS ABOUT THEIR CROCHETING—A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!

WHO BELONGS TO I LIKE CROCHET?

- 99% female
- 95% Age 45+
- Average Household Income: \$62,084
- 76% are homeowners
 - South: 34%
 - West: 21%
 - Midwest: 19%
 - Northeast: 14%
 - Canada: 12%
- 86% are proven buyers in the last 12 months

WHAT MEMBERS SAY ABOUT I LIKE CROCHET

- "I feel like a lucky customer to flip through these pages and enjoy myself while I practice some of the work..."
- "Thank you for this really nice pattern! Sooooo cute! I'm anxious to get started making one!"
- "I had no idea how practical the art of crochet is. What a rich history. It also has a rich future."
- "This would be fun using up some of the odd skeins of different colors. This might be my next TV watching project."
- "My daughters-in-law want me to teach them to crochet and reading this has been invaluable."
- "Thank you so much for the patterns. I am 88 and enjoy making them all the time."
- "This hooded blanket looks so adorable. Can't wait to get started. Thanks!"
- "This item is so pretty. I want to make it. All these ideas - my head's about to pop!"
- "This is a pretty afghan, I will have try and make it. Thank you."



CHOOSE YOUR LEVEL OF MEDIA PLANNING WITH I LIKE CROCHET

SPONSOR LEVEL	ANNUAL COMMITMENT	COST PER MONTH
Platinum	12 months	\$1,250
Gold	6 months	\$1,500
Silver	4 months	\$2,000
Bronze	1 month	\$2,500

WHAT YOU GET WITH YOUR SPONSORSHIP:

- **Guaranteed monthly 250,000+ dedicated custom email broadcast**, using our Extra dedicated email-newsletter template—to promote your brand or products.
- **Bonus Ad Placement #1:** 4 Text Ads in our Daily email newsletter per month
- **Bonus Ad Placement #2:** 3K monthly impressions on a Medium Rectangle Ad on our website, to appear in the top right-hand column on all Daily article pages and Daily category pages.

Ad Specifications—Website Medium Rectangle Ad:

- **300 x 250px**
- **URL**
- **Tracking Pixel (optional)**

Ad Specifications—Email Newsletter Text Ad:

- **Image:** 123 x 123px
- **Header:** 6-word maximum
- **Copy:** 15-word maximum
- **Call-to-Action (CTA):** 2 words
- **URL**

FREE ADS!

You can even advertise for **FREE!**
We will swap **free ad space** in I Like Crochet with highly aligned partners.

Please ask us for details.

EMAIL

cwright@primecp.com

2022 ADVERTISING DEADLINES

MONTH	CAMPAIGN LAUNCH	AD RESERVATIONS	AD MATERIALS DUE
January	1/1/22	12/3/21	12/17/21
February	2/1/22	1/7/22	1/21/22
March	3/1/22	2/4/22	2/18/22
April	4/1/22	3/4/22	3/18/22
May	5/1/22	4/1/22	4/15/22
June	6/1/22	5/6/22	5/20/22
July	7/1/22	6/3/22	6/17/22
August	8/1/22	7/1/22	7/15/22
September	9/1/22	8/5/22	8/19/22
October	10/1/22	9/2/22	9/16/22
November	11/1/22	10/7/22	10/21/22
December	12/1/22	11/4/22	11/18/22

CHRIS WRIGHT, SENIOR DIRECTOR
PRIME PUBLISHING LLC

3400 Dundee Road, Suite 220, Northbrook, IL 60062
847-513-6062 | cwright@primecp.com
www.ilikecrochet.com